

Where to send your press release

Webinar: Sep 2, 2020

How to source writers

- Set up [Google alerts](#) for industry terms
- Use hashtags to #search social topics of interest
- Read travel, hospitality and niche magazines/outlets
- Like an article? Follow the writer on social to see more
- Create a free "source" account on [HARO](#)
- Scan websites of associations for travel writers

How to source contact details



Check for Owned Media

Type in a name and see if the writer has his or her own website with email or contact form. Read their Twitter or other profiles to see if they've listed it there.

Crack the Formula

If you think they're staff at a certain news outlet, try finding an email for someone else and try to gauge the formula. Is it first initial, last name at abc.com?

Pay or Go Next Door

If you can't find the person you're looking for, there are sites you can pay to create a targeted media list. You could also send to a generic iemail at the desired outlet; if it's of interest, someone will likely be in touch.